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Substitute for form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

1

of

3

Complete if Known

Application Number	10/733.551
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Filing Date	December 10, 2003
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First Named Inventor	SALINAS, Robert
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Art Unit	3622
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Examiner Name	Myhre, James W.
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Attorney Docket Number

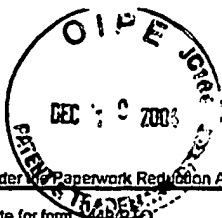
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Examiner Signature	/James Myhre/	Date Considered	12/12/2007
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PTO/SB/089 (08-03)

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Substitute for form 1442 PTO

**INFORMATION DISCLOSURE
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Application Number 10/733,551

Filing Date 12/10/2003

First Named Inventor Robert Salinas

Art Unit 3622

Examiner Name Myhre, James W.

Attorney Docket Number

Sheet 2 of 3

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		"Coca-Cola Hopes Sales Go Better with Video Games," Wall Street Journal, Oct. 28, 1982, Dow Jones & Co., New York, NY.	
/J.M./		POPE, KYLE. "Product Placements Creep into Video Games." Wall Street Journal, Dec. 5, 1994, Dow Jones & Co., New York, NY. p. B1.	
/J.M./		OWEN, R. KIRK. "CGDC '97 Roundtable Reports: Business Models for On-Line Games." Gamasutra.com April 1997. CMP Game Media Group	
/J.M./		PALUMBO, PAUL. "Online Entertainment Business Models Accomodate Distinctive Experiences." Gamasutra.com Nov. 21, 1997. CMP Game Media Group	
/J.M./		ADAMS, ERNEST. "The Slippery Slope of Advertising." Gamasutra.com May 28, 1999. CMP Game Media Group	
/J.M./		ALLREAD, JESSEE. "Retail and Internet Strategies." Gamasutra.com July 30, 1999. Jul. 30, 1999. CMP Game Media Group	
/J.M./		MACINNES, IAN. "Internet Business Models: New Options for Game Developers." Gamasutra.com July 30, 1999. Jul. 30, 1999. CMP Game Media Group	
/J.M./		"Virtual ad space up for grabs in new video game." Marketing. May 20, 1999. p. 4.	
/J.M./		BARKER, MATT. "Adaboy Brings Advertising into the Game." Gamasutra.com Mar. 16, 2000. CMP Game Media Group	
/J.M./		KHARIF, OLGA. "SPECIAL REPORT: THE GAME BOOM, Let the Games Begin--Online." BusinessWeek online. Dec. 13, 2001.	

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		First Named Inventor	SALINAS, Robert
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Sheet	3	of	3

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/J.M./		WILLIAMS, DMITRI. "Structure and Competition in the U.S. Home Video Game Industry." Int'l Journal on Media Management. 2002. 41-54. Vol.4-Iss.1	
/J.M./		TERDIMAN, DANIEL. "Virtual Cash Breeds Real Greed." Wired News. Jan. 23, 2004. http://www.wired.com/news/games/0,2101,61999,00.html	

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